09/12/2012 9:06 AM 09/11/2012 5:09 PM Last Received: Printed: Traffic Order# Status New -Ver# 7902800 Rep Order# EC'd Yes

Showing Buylines: All Lines

1 of

() NATIONAL MEDIA RESEARCH PLANNING Rep Firm 815 SLATERS LANE 10/26/2012 - 11/06/2012 ALEXANDRIA, VA 22314 /P1/P2/E 155/426/3161 Agency C/P1/P2/E Flight Dates Hiatus Weeks Agency () NRCC-NATL REPUB CONG NRCC IE 2012 KSL-TV SALT LAKE CITY KRISTY KOVATCH 3161 Advertiser Estimate#

Station Product

Buyer Phone# Fax#

) WASHINGTON) JAMIE ANDRUS Sales Office (Salesperson (

202-872-1155 Salesperson Phone# Salesperson FAX#

-- CONTRACT COMMENT ---

CONSISTENT WITH THIS ORDER, KAIZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KAIZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT 217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

-- REMARKS --

NEW ORDER NRCC IE. SHARE IS EST. PLS CONFIRM.

THANKS! JAMIE

în Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
]			1			1 1 1	
1 SU Rating: 1.4	SU EDIN-LINDSY	9A-930A	:30	10/28-10/28	ı	\$125.00	н
2 su	SU EDIN-LINDSY	9A-930A	:30	11/04-11/04	н	\$125.00	1
Rating: 1.4							
3 SA	SPORIS BEAT SA	630P-7P	:30	10/27-10/27	1	\$100.00	1
Rating: 1.1							
4 Fi	KSI 5 NW IDX 1	5A-6A	: 30	10/26-10/26	н	\$75.00	П
Rating: 0.7							
5	KSL 5 NW TDY 1	5A-6A	:30	10/29-11/02	ហ	\$75.00	S
Rating: 0.7	Buyline Comment: 1/Day						
10 M-TU	KSL 5 NW TDY 1	5A~6A	:30	11/05-11/06	2	\$75.00	2
Kating: U./	Buyline Comment: 1/DAY						
12 su	MEET PRESS-SUN	8A-9A	:30	10/28-10/28	1	\$300.00	1
Rating: 1.9							

2 of 4		
09/12/2012 9:06 AM	09/11/2012 5:09 PM	
Printed:	Last Received:	
Traffic Order#		
Ver# 1 Status New		
Rep Order# 7902800	EC'd Yes	

Showing Buylines: All Lines

19 0 Ann 10/4	,		Showing B	ăí			
Station KSL-TV SAL Advertiser () NI Product NRCC IE:	KSL-TV SALT LAKE CITY Agency (Stef	() NATIONAL MEDIA RESEARCH PLANNING 815 SLATERS LANE ALEXANDRIA, VA 22314 ALEXANDRIA, 15610501151	DIA RESEAR 314	CH PLANNING Rep Firm Sales Office (Salesperson (rm ffice () WASHINGTON rrson () JAMIE ANDRUS	NGTON ANDRUS	
Countaics 3101 Buyer KRISTY K Phone# Fax#	Agency C. Flight Dat Hiatus We	rzie 155/426/5161 10/26/2012 - 11/06/2012 s	1/06/2012	Salespe Salespe	Salesperson Phone# 202-8' Salesperson FAX#	202-872-1155	
Ln Day	Program	Time 	1 6 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Dates	Spots/Week	Rate	Total Spots
9	MEGN.	60 60		٠ +	,		
:ing:	ADOL FREGO CON	46 - 40 40	o r 	11/04-11/04	- 1	00.0056	- ⊀
14 SU Rating: 1.0	sun today-nec	7A-8A	30	10/28-10/28	1	\$185.00	단
15 Rating: 2.1	KSL 5 NW TDY 2	6A-7A	:30	10/26-10/26	1	\$425.00	Fi
16 F Rating: 2.1	KSL 5 NW IDY 2	6A-7A	:30	11/02-11/02	1	\$425.00	
17 M Rating: 2.1	KSL 5 NW IDY 2	6A-7A	:30	11/05-11/05	ਜ	\$425.00	П
18 Rating: 2.3	KSL 5 NWS-6:30	630P-7P	30	10/26-10/26	1	\$525.00	П
19 TU Rating: 2.3	KSL 5 NWS-6:30	630P-7P	:30	10/30-10/30	П	\$525.00	ч
20 F Rating: 3.2	TONITE SHW	1035P-1137P	:30	11/02-11/02	н	\$800.00	1
21 W Rating: 2.3	Today shw	8A-9A	:30	10/31-10/31	н	\$700.00	-
22 M Rating: 2.3	TODAY SHW	48-48	.30	11/05-11/05	1	\$700.00	н
23 SU Rating: 2.4	SPORIS BEAT SU	1035P-11P	30	10/28-10/28	Н	\$750.00	1

Printed: 09/12/2012 9:06 AM 3 of 4 Last Received: 09/11/2012 5:09 PM Showing Buylines: All Lines	() NATIONAL MEDIA RESEARCH PLANNING Rep Firm 815 SLATERS LANE ALEXANDRIA, VA 22314 Salesperson () JAMIE ANDRUS P1/P2/F 155/426/3161	10/26/2012 - 11/06/2012 Salesperson FAX# 202-872-1155	Len Dates Spots/Week Rate Total Spots	:30 10/29-10/29 1 \$950.00	3A :30 11/06-11/06 1 \$950.00 1	10P-1035P :30 10/31-10/31 1 \$2,500.00 1	615P-930P :30 10/28-10/28 1 \$4,500.00 1	130P :30 10/28-10/28 1 \$225.00 1	130P :30 11/04-11/04 1 \$225.00 1	330P :30 11/03-11/03 1 \$360.00 1	330P :30 11/01-11/01 1 \$650.00 1	330P :30 11/05-11/05 1 \$650.00 1	330P :30 11/02-11/02 1 \$625.00 1
Rep Order# 7902800 Ver# 1 Status New Traffic Order# EC'd Yes	Station KSL-TV SALT LAKE CITY Advertiser () NRCC-NATL REPUB CONG 815 SLATERS LA Product NRCC IE 2012 Retinate# 3161	KRISTY KOVATCH Flight Date Wight	In Day Program Time	M TODAY SHW ing: 2.8	25 TU TODAX SHW 7A-8A Rating: 2.8	26 W KSL 5 NWS-10< Rating: 6.0	27 SU SNF 615P-9 Rating: 6.4	28 SU SU 4P NEWS 4P-430P Rating: 1.1	29 SU 4P NEWS 4P-430P Rating: 1.1	30 SA KSLS NWS-6P SA 6P-630P Rating: 1.7	31 TH KSL 5 NWS AT 6 6P-630P Rating: 3.0	32 M KSL 5 NWS AT 6 6P-630P Rating: 3.0	33 F KSL 5 NWS AT 5 SP-530P Rating: 2.0

\$625.00

Н

11/05-11/05

:30

5P-530P

KSL 5 NWS AT 5

34 M Rating: 2.0

09/12/2012 9:06 AIM 09/11/2012 5:09 PM Printed: Last Received: Traffic Order# Status New Ver# 1 7902800 Rep Order# EC'd Yes

4

4 of

KSL-TV SALT LAKE CITY
r () NRCC-NATL REPUB CONG
NRCC IE 2012
r 3161 Advertiser Station Product

KRISTY KOVATCH Estimate#

Buyer Phone# Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm 815 SLATERS LANE 815 SLATERS LANE Agency C/P1/R2/E 155/426/3161
Flight Dates 10/26/2012 - 11/06/2012

) WASHINGTON) JAMIE ANDRUS

202-872-1155 Salesperson Phone# Salesperson FAX#

---REPORT TOTALS---

Report Totals: 34 / \$19,270.00

--SALES MONTHLY TOTALS-

24 / \$12,060.00 Nov 12: 10 / \$7,210.00 Oct 12:

Sales Totals: 34 / \$19,270.00

Station Totals: 34 / \$19,270.00

Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE---

CABL \$24,088 Market Totals

KUCW

% %

KJZZ

KUTA

% %

KSI

UNKN

20% KSIU

KTVX %

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%

808

RA35+

Demos Books

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